



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: August 21, 2018

Subject: azcentral.com Food and Wine Festival

The azcentral.com Food and Wine Festival new event funding worksheet is attached for the commission's consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the city and the local tourism industry.

The azcentral Food & Wine Experience is two-day culinary event at WestWorld that will bring together area restaurants and their chefs, as well as many different vintners and oenologists.

R Entertainment Co. is requesting and is eligible to receive up to \$75,000 for the festival in support of a one-year event funding agreement. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development.

Analysis & Assessment

The fourth-year festival will take place on November 3 and 4 at WestWorld with an anticipated attendance of 5,000. Attendance is comparable to prior years.

R Entertainment is allocating \$85,000 toward event marketing against a total event budget of \$300,000. Through a media partnership with Gannett an additional \$3.4 million in local and out-of-state destination media value is anticipated to be received.

The attached Artigue Agency report provides additional event analysis of the potential economic and media impact as well as overall value associated with the proposed event sponsorship.

Funding Availability & Potential Options

There are currently event support funds available in the tourism development budget. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

NEW EVENT DEVELOPMENT WORKSHEET			
APPLICANT INFORMATION			
Worksheet Date: 6/29/2018			
Organization Name: R Entertainment Company		Legal Description (LLC, etc.) LLC	
Business Address: 16413 N 91st Street C 100			
City: Scottsdale	State: AZ	Zip Code: 85260	
Event Contact: Chelsea Parkinson			
Phone: 480-695-6710	Cell Phone: 480-695-6710	Email: chelsea@r-entertainment.com	
EVENT INFORMATION			
Event Name: azcentral.com Wine & Food Experience			
Event Website: https://wineandfood.azcentral.com			
Event Date(s): Nov 3/4 2018		Event Time(s): 11am-4pm	
Event Location: WestWorld of Scottsdale		Admission Cost: \$85-\$160	
City: Scottsdale	State: AZ	Zip Code: 85260	
Projected Attendance: 5000	Attendance tracking method: Ticketing system & scanners	Years in Scottsdale: 1	
Expense Budget (includes marketing): \$300k	Estimated Revenue: \$360k	Marketing Budget: \$85k	Requested Funding Amount: \$75k-\$82.5k
Detailed description of event: The master plan for the azcentral.com Wine & Food Experience (AZWFE) is to create an evergreen property that will blossom into a signature Scottsdale event. The event brings together the perfect balance of consumer engagement, media development, entertainment excitement and major local and national brand activation that will eventually drive major hotel room nights. Elements of the Experience will include the food lover's favorite -- the Grand Tasting Experience with more than 100 restaurants, wineries, breweries and distillers; Guests will be entertained by the interactive elements in the Martha Stewart Experience, take part in educational seminars and master classes and learn tips and tricks during live cooking demonstrations led by local and national culinary leaders. Each day a celebrity chef will headline the event -- in the past those chefs have been major names such as Mario Batali, Martha Stewart, Scott Conant, Graham Elliot, to name a few. In 2018, acclaimed chefs, authors, restaurateurs and TV personalities Marcus Samuelsson and Aaron Sanchez will be headlining the weekend.			

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

- a. Promotional Media
 - i. The City of Scottsdale will be a key sponsor and included event media as THE destination.
 - ii. azcentral.com Wine & Food Experience is providing Gannett with \$85,000 in expenditures to leverage the following marketing aspects:
 - 1. Gannett/Republic Media has pledged \$1,000,000 dollars in promotional media for the event. (See plan in Addendum B)
 - 2. Gannett/USA Today Networks/Sequential Brands Group (Martha Stewart) has pledged over \$2,440,400 in advertising value in out of state markets. (See plan in Addendum C)
 - iii. FleurComGroup's Public Relations campaign targets to beat the 100 million consumer impressions in advertising and news achieved in 2017. (see plan in addendum D)
- b. Hospitality:
 - i. On Site Event Signage.
 - ii. City of Scottsdale/Scottsdale CVB Listed on the attendee 'passport' (program) at event.
 - iii. Scottsdale CVB Concierge/Promotional Booth available.
 - c. Display exposure on event website – click through buttons to CVB website, Social Media and web page.
 - d. Scottsdale CVB to receive two social media assets for promotional contesting and internal use.

Submit your current marketing plan as it is without City Funding. Please include location, timing, Impressions, cost, etc. *Attach if more space is needed.

Please see Addendums B, C & D.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:
If approved for funding, azcentral.com Wine & Food Experience will invest in three quarter page color ads with USA Today Networks valued at \$233,700 and 1M RON Impressions in Scottsdale feeder markets valued at \$5,000 for a total value of \$238,700.

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

Event producers own their own ticketing site which the sales for the event will be driven through, and can provide quantitative data presenting all local, national and international visitors. Besides pre-sale data, the event will have ticket scanners on site to collect attendance levels. The event series is currently RFID capabilities in another market in 2017 and when proven successful plans to bring that technology to azcentral.com Wine & Food Experience.

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

- a. azcentral.com Wine & Food Experience has a direct positive impact on economic development and tourism for the City of Scottsdale. The event spread is the seasonality of tourism into Scottsdale, increasing the awareness of Scottsdale as a travel/tourism/culinary destination.
- b. azcentral.com Wine & Food Experience highlights Scottsdale as a sophisticated City, bringing awareness to affluent patrons nationally. It creates an increase in a permanent level of local interest in participation of the activities associated with the event, strengthening regional values and traditions and the preservation of heritage. Visitors and locals discover new restaurants, spirits, beers and wines that are sold at Scottsdale restaurants and retail outlets. It succeeded in 2015, 2016 and 2017 in becoming a demand generator for restaurants, businesses, retail stores, and future businesses.
- c. In addition, there is also "organizational spending" as all chefs and restaurateurs, along with the promotional companies and vendors will be staying in Scottsdale hotels and purchasing additional inventory from retail vendors.

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

- a. Gannett is distributing marketing content about the event through key markets with USA Today. The event will be working with Scottsdale CVB hotels for "stay and play" packages with event discount codes and incentivizing Scottsdale CVB properties to market their packages using social marketing content. The event will promote the City of Scottsdale and partner hotels using click-throughs on the event website and Gannett's websites as well as have the opportunity to be featured on USA Today's newest "Bistro" platform.
- b. azcentral.com Wine & Food Experience is being highlighted at the Martha Stewart Wine & Food Experience presented by USA Today in New York City on September 8th.
- c. In past years, AZFWE coordinated a ticket offer for hotels apart of the Scottsdale CVB and has the same plan for 2018.
- d. Because AZCFWE models South Beach Food & Wine Festival (62,000 attendees) and Aspen Food & Wine Classic (minimum ticket \$1000), it will attract the upscale visitor who is familiar with these high-end events and educate visitors about Scottsdale as a national culinary destination. Demographics of similar food and wine events report the attendees median age ranges of 36-50 with an average household income of 100k, the same demographic that AZWFE attracts.

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and please ensure that the following items are included in your presentation and outlined in a one-page summary at the end of your presentation:
 - a) Time & duration of event
 - b) Event location
 - c) Local & out of area attendance
 - d) Attendance tracking method
 - e) Marketing efforts without requested funding and details of marketing with proposed funding
 - f) Anticipated five-year growth of event (attendance & activation)
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Chelsea Parkinson

Date:

6/29/2018

Name

Chelsea Parkinson

*If more room is needed, attachments are permissible.

City of Scottsdale Event Development Funding Program Proposal



I. Applicant Information

- a. **Worksheet Date:** 6/29/2018
- b. **Organization Name:** R Entertainment Company, LLC
- c. **Business Address:** 16413 N 91st Street C 100, Scottsdale, AZ 85260
- d. **Event Contact:** Chelsea Parkinson
- e. **Phone:** 480-695-6710
- f. **Email:** chelsea@r-entertainment.com

II. Event Information

- a. **Event Name:** azcentral.com Wine & Food Experience
- b. **Event Website:** <https://wineandfood.azcentral.com>
- c. **Event Dates:** Saturday and Sunday, November 3-4, 2018
- d. **Event Location:** WestWorld of Scottsdale; 16604 N Pima Rd, Scottsdale, AZ 85260
- e. **Event Times:** 11am-4pm
- f. **Admission Cost:** \$85-\$160
- g. **Projected Attendance:** 5,000
- h. **Attendance Tracking Method:** Company owned ticketing system for pre and day-of sales, ticket scanners as main method of tracking at event with security clickers as backup.
- i. **Years in Scottsdale:** 1
- j. **Expense Budget:** \$300,000
- k. **Estimated Revenue:** \$360,000
- l. **Marketing Budget:** \$85,000
- m. **Requested Funding Amount:** \$75,000-\$82,500

III. Detailed Description of Event:

- a. The master plan for the *azcentral.com Wine & Food Experience* (AZWFE) is to create an evergreen property that will blossom into a signature Scottsdale event. The event brings together the perfect balance of consumer engagement, media development, entertainment excitement and major local and national brand activation that will eventually drive major hotel room nights. Elements of the *Experience* will include the food lover's favorite -- the *Grand Tasting Experience* with more than 100 restaurants, wineries, breweries and distillers; Guests will be entertained by the interactive elements in the Martha Stewart Experience, take part in educational seminars and master classes and learn tips and tricks during live cooking demonstrations led by local and national culinary leaders. Each day a celebrity chef will headline the event -- in the past those chefs have been major names such as Mario Batali, Martha Stewart, Scott Conant, Graham Elliot, to name a few. In 2018, acclaimed chefs, authors, restaurateurs and TV personalities Marcus Samuelsson and Aaron Sanchez will be headlining the weekend.

IV. Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

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V. Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc.

- a. Please see Addendums B, C & D.

VI. If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

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VII. Describe how you will provide qualitative and quantitative information regarding event attendance levels:

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- c. In addition, there is also “organizational spending” as all chefs and restaurateurs, along with the promotional companies and vendors will be staying in Scottsdale hotels and purchasing additional inventory from retail vendors.

IX. Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

- a. Gannett is distributing marketing content about the event through key markets with USA Today. The event will be working with Scottsdale CVB hotels for “stay and play” packages with event discount codes and incentivizing Scottsdale CVB properties to market their packages using social marketing content. The event will promote the City of Scottsdale and partner hotels using click-throughs on the event website and Gannett’s websites as well as have the opportunity to be featured on USA Today's newest "Bistro" platform.
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Addendum A

Participating Scottsdale Restaurants

The azcentral.com Wine & Food Experience already has 14 restaurants from Scottsdale signed up to participate in the event with the goal of continuing to increase the Scottsdale restaurant representation by November.

Scottsdale restaurants currently signed up for azcentral.com Wine & Food Experience:

1. Barrio Queen
2. Bourbon & Bones
3. Chula Seafood
4. J&G Steakhouse
5. Los Sombreros
6. Mowry & Cotton
7. Nekter Juice Bar
8. Nothing Bundt Cakes
9. Pomo Pizzeria Napoletana
10. Sweet Republic
11. Talavera and Proof
12. The Melting Pot
13. Tommy Bahama
14. Toro Latin Restaurant and Rum Bar and La Hacienda

With more to come!

2017 Participating Scottsdale restaurants:

1. Bourbon & Bones
2. Citizen Public House
3. J&G Steakhouse
4. Hearth '61 at Mountain Shadows Resort
5. Grassroots Kitchen & Tap
6. Los Sombreros
7. Mowry & Cotton
8. Nekter Juice Bar
9. Nothing Bundt Cakes
10. Orange Sky
11. Rancho Pinot
12. Sweet Republic
13. Talavera
14. Twisted Grove
15. Wally's American Gastro Pub
16. Zuzu at Valley Ho

Addendum B

azcentral Wine & Food Experience Marketing Plan – Republic Media

The highly anticipated culinary showcase is back for its fourth year! Last year's event drew thousands of people and featured the one and only Martha Stewart. With a successful three years under its belt, azcentral and R Entertainment are poised to deliver another unforgettable experience, building on an event that will please core audiences as well as attract newcomers.

TARGET AUDIENCE

- Core audience attendees (Take Action/In the Know)
- Know the Score (newcomers)

MARKETING STRATEGY

- Set up ticket discounts to drive subscriber activation and delight existing subscribers
 - \$XX off to Insiders, etc.
- Nurture event leads (ticket purchasers, social fans/followers, partner databases) to drive brand engagement and possible acquisition
- Leverage advertising and trade partnerships to cross-promote and create new channels of external promotion
- Partner with USA Today and leverage Winter Visitors database to reach consumers out of market

Phase I (March/April – July 31) – 4 months

Promotional strategy: Push for consumers to save the date, first event touchpoint.

TACTICS

Event Partnerships

Promotional:

- Arizona Restaurant Association (ARA) – partner w/ association during Spring Restaurant Week
 - Special ticket for Restaurant Week-goers
 - Table tents at participating F&W restaurants
 - Participating restaurants icon on ARA website
 - Promotion via social media

Owned Media

*Promotions to use Save the Date creative

Print:

Channel	Ad Unit	Frequency/Details	Dates	Value
The Arizona Republic	Full page ROP (6 x 21.5)	Four (4) ads total, 1x per month. Run on either Sunday in Main News or Wednesday Food section	4/1, 5/16, 6/3, 7/11	\$123,840
The Arizona Republic	Quarter page ROP (3 x 10.7)	Four (4) ads total, 1x per month. Run on either Sunday in Main News or Thursday Things to Do	4/15, 5/10, 6/14, 7/19	\$30,816

The Arizona Republic	Eighth page ROP (3 x 5.3)	Ten (10) ads total, 2x per month. Run on either Sunday in Main News or Wednesday Food section	3/25, 3/28, 4/8, 4/18, 5/6, 5/23, 6/10, 6/20, 7/8, 7/25	\$38,160
			Total	\$192,816

Digital:

Channel	Ad Unit	Frequency/Details	Dates	Value
AZC Email	N/A	Four (4) e-blasts total. Send to CIRC non-subs and subs (210k)	April, May, June, July	\$54,600
Banner ads (desktop/mobile)	300 x 250 300 x 600 970 x 250 320 x 50	250k impressions per month; run on homepage, Local, Things to Do	April - July	\$8,000
High impact ad unit	PDP	Run total 5x on Homepage and Things to Do section on azcentral.com.	April - July	\$50,000
Insider	600 x 400 horizontal	Promotion of event and special \$XX off discount for Insiders only; inclusion on page and in newsletter	April - July	7,500
			Total	\$120,100

Social:

Channel	Ad Unit	Frequency/Details	Dates	Value
Facebook (event page)		Set up event page. Kick off with Save the Date message. Keep page populated with event updates	April	\$1,000
Facebook event page ad		Set up event ad to drive response/interest. Run 1x per month. Budget: \$500 per ad = \$2,000	April, May, June, July	\$2,000
			Total	\$3,000

Editorial/Content Plan

*See Editorial Plan via Checklist

Phase I Total Promotional Value: \$316,000

Phase II (August 1 – Nov 4) – 3 months

Promotional strategy: Increase and build up excitement and drive ticket sales for event by promoting restaurants and chefs.

TACTICS

On-Site Promotion

- Consumer Marketing & Sales - on-site kiosks/booths: Target key events leading up to F&W event; promote event via fliers and other special premiums
- Event lead-ups: events planned throughout spring/summer to promote F&W event
 - Storytellers (targeted events), food critic-focused events, etc.
 - Who's Next/Nexfluentials

Event Partnerships

Sponsored:

- AJ's
- Lexus

Trade (*see trade decks for requirements):

- Hotel – work w/ Cami and sales team on contacts
- RV – work w/ Auto team on contacts
- Furniture – work w/ ??? on contacts

Promotional:

- Arizona Restaurant Association (ARA) – partner w/ association during Fall Restaurant Week
 - Special ticket for Restaurant Week-goers
 - Table tents at participating F&W restaurants
 - Participating restaurants icon on ARA website
 - Promotion via social media
- Yelp/Yelp Elite – continued cross-promotional partnership including logo placement, ticket giveaways, and special ticket pricing
 - Tactics:
 - Local Yelp sponsor feature
 - Timing: 10/25
 - Yelp Elite ticket giveaway (10 Grand Tasting VIP)
 - Timing: end of October
 - Yelp Elite newsletter – include \$10 off discount
 - Timing: 11/1
- Fine Cooking - TBD
 - Tactics:
 - Full page print ad in Fine Cooking Magazine; hits newsstands on 9/19
 - Inclusion in e-newsletter distributed on 10/23
 - Five (5) social media posts – 1x weekly
 - Week of Oct 2 + EXTRA POST THIS WEEK
 - Week of Oct 9
 - Week of Oct 16
 - Week of Oct 23 – ticket giveaway

Media partners:

- iHeart Radio
- PBS

Non-profit partners:

- The Joy Bus

Database (Email) Marketing

- VIP upgrade email
- Email to full ticketing database
- Email targeting previous F&W event purchasers
- Email to Salt River Fields database
- Email to all sponsor databases
 - Build e-mail templates and form email instructions

Owned Media

*Promotions to use Chefs & Restaurants creative; alternate throughout the month.

Print:

Channel	Ad Unit	Frequency/Details	Dates	Value
The Arizona Republic	Full page ROP (6 x 21.5)	Nine (9) ads total. Run on either Sunday in Main News or Wednesday Food section. *Day-of ads will run on 11/3, 11/4. **Final ad will Thank our sponsors and other partners	8/1, 8/5, 9/2, 9/5, 10/7, 10/10, 11/3*, 11/4*, 11/11**	\$278,640
The Arizona Republic	Half page ROP (6 x 10.7)	Six (6) ads total. Run 2x per month on either Sunday in Main News or Wednesday Food section	8/12, 8/15, 9/9, 9/12, 10/14, 10/24	\$92,448
The Arizona Republic	Quarter page ROP (3 x 10.7)	Six (6) ads total. Run 2x per month on either Sunday in Main News or Thursday Things to Do	8/19, 8/23, 9/16, 9/27, 10/21, 10/25	\$46,224
TAR/Community Republics	Half page (2 x 10)	Ten (10) ads total. Run on Saturday and Wednesday in East Valley zones (6). Based on rate of \$283	8/4, 8/15, 8/25 9/8, 9/15, 9/19, 9/26, 10/6, 10/20, 10/27	\$16,980
Sunday Select	Half page (6 x 10.7)	Three (3) ads total. Run 1x per month on Sunday. Based on rate of \$800. Need ad proof 13 days in advance of first run date	8/5, 9/2, 10/7	\$2,400

Buyer's Edge	Half page (6 x 10.7)	Five (5) ads total. Run Wednesday. Based on rate of \$1,800. Need ad proof 15 days in advance of first run date	8/8, 8/22, 9/19, 10/3, 10/24	\$9,000
Winter Visitors Guide	Full page	Run 1x in custom publication. Materials due: TBD. Publishing date: TBD	TBD	\$3,600
			Total	\$449,292

Digital:

Channel	Ad Unit	Frequency/Details	Dates	Value
AZC Email	N/A	Eight (8) e-blasts total. Send to CIRC non-subs and subs (210k) *Need to adjust messaging in final two emails	Aug, Sept, Oct, Nov	\$109,200
Banner ads (mobile/desktop)	300 x 250 300 x 600 970 x 250	250k impressions per month; run on homepage, Local, Things to Do	Aug 1 – Nov 4	\$6,000
High impact ad unit	PDP	Run total 9x on Homepage and Things to Do section on azcentral.com.	Aug 1 – Nov 4	\$90,000
Insider	600 x 400 horizontal	Promotion of event and special \$XX off discount for Insiders only; inclusion on page and in newsletter	Aug 1 – Nov 4	\$5,000
			Total	\$210,200

Social (Hosted):

Channel	Ad Unit	Frequency/Details	Dates	Value
Facebook/ Twitter/ Instagram	N/A	4x per month; promote stories on each platform		\$36,000

Social (Paid):

Channel	Ad Unit	Frequency/Details	Dates	Value
Facebook click ad	1200 x 900	XX boosted posts per month; \$XX each post. Also post to Instagram. Budget: \$750		\$1,500
Facebook event ad	TBD	Continue to drive people to respond/express interest in the event and drive ticket sales. Budget: \$750		\$750
			Total	\$38,250

Editorial/Content Plan

*See Editorial Plan via Checklist

Phase II Total Promotional Value: \$698,000

Total Promotional Value: \$1,000,000.00

Post-Event:

- Survey – distribute on Monday, Nov 5 via tickets database
 - Plan survey questions in October
- Remarketing – add W&F event leads to lead-gen emails

Addendum C

2018 Wine & Food Experience Destination Marketing Plan – National

OVERVIEW

The 2018 Wine & Food Experience Tour will have significant promotion across multiple channels to drive awareness of the tour and travel to featured cities.

MARKETING TACTICS

USA TODAY

MARKETING - Links to wineandfood.usatoday.com

- 1,000,000 desktop and mobile ROS impressions monthly (May – November, 7M total)
 - Flight: 5/4/18-11/25/18
 - Across the NETWORK & cross-platform
 - Re-target visitors:
 - Local wine and food event pages
 - Lifestyle and Food
 - USAT.com/bistro page
 - Creative: 300x250, 300x50, 300x600 and 970x250
- 2 HP page, color print ads monthly (May-November, 14 ads)
 - **Total Promotional Value: \$1,422,400**

EDITORIAL – (Links to new national Wine & Food Experience content page with strong call to action to purchase tickets)

- Event featured in relevant content (Top 10 festivals this fall, foodie events etc.,)
- Strong call to action near evergreen dining/travel related content (USAT eats, dining guides, craft brewery tours, etc.)
- Mention in existing things-to-do and dining newsletters
- **New National W&F Content Page**
 - National food, drink and restaurant trends
 - Dining/travel/ events and related content from WFE markets
 - Shared content from Grateful bloggers
- **New WFE newsletter** (strong call to action to purchase tickets). Sign-up on registration pages for USAT and participating Wine & Food Experience markets. (*frequency TBA*)
- **Social** – which platforms, how many posts each month: Facebook, Instagram, Twitter:

Please note: We'll have a social media plan that will align with the global front this week. Here's and outline proposing:

- 3 scheduled posts from USAT accounts each week. (21 posts a month)
- Three retweets of related from USA TODAY EATS with strong calls to action to follow USAT EATS (21 posts a month)
- Enterprise social: Threads and IG stories of related content (monthly)
- Facebook Live mentions and ticketing calls to action.
- IG Takeovers from local features editors and USAT Life reporters with calls to action
- Social video previews of WF events

National and Local Wine & Food Experience event websites and social channels to feature cross-promotional links to new Wine & Food Experience content website and newsletter.

SEQUENTIAL (MARTHA STEWART BRANDS)

Martha Stewart

- Press Release Launch & Outreach
- Martha Stewart Living FP Ad (June)
- Marthastewart.com
 - Home page (May, August)
 - Blog article (After NYC Event)
 - Home page blog link (September)
 - Shopping page (May-December)
- Facebook post – 5 posts (May, June, August, September, October)
- Facebook Live – 1X at NYC Event (September)
- Twitter, Martha personal account -1X (June)
- Email
 - Solo – 1X (May)
 - Shared – 2X (May, October)
 - Total Impressions: 25,586,000
 - Total Promotional Value: \$876,500

GOLF WEEK (May-October)

- 1 FP ad monthly
- Inclusion on newsletter
 - 600x100 – minimum 10 insertions
 - 300x250, 600x200 – minimum 1X
 - Total Promotional Value: \$99,500

FINE COOKING MAGAZINE – TBD

- 2 FP ad
 - Total Promotional Value: \$38,000

WINTER VISITOR GUIDE

- 1 FP ad
 - Total Promotional Value: \$3.6K

Out of Market Efforts Promotional Value: \$2,440,400

Addendum D

Public Relations Campaign

NEWS RELEASE APPROVAL	NEWS RELEASE TOPIC & NOTES	TARGET DISTRIBUTION DATES	NOTES	BRANDING PER MARKET
MEDIA RELATIONS				
All dates TBD				
n/a	CALENDARS: Event Summary	posted on calendars minimum 2 months prior		
Working now! 4 27 18	EVENT ANNOUNCE: Launch news release	Mon, April 30		
Submit 4 weeks after launch	UPDATE: Restaurant/Chef participants	week following approval	Timing will change based on what's best for market	
Date based on market news plan & celeb chef calendar schedule	CELEBRITY CHEF: News release to announce celebrity chef occurs IF not done at launch. F&D news interviews scheduled per market WFE news plan	week following approval		
Submit as market confirms sponsors	SPONSOR UPDATES: ongoing	week following approval		
1 month prior to event	EVENT SCHEDULE & CALL FOR MEDIA CREDENTIAL Aps: Schedule, Restaurant & Chef update	week following approval	<i>Media credential apps not promoted. Engage only working media; media guest credentials case-by-case basis.</i>	
n/a	ADVISORY: Schedule, FAQs, Highlights, Instructions for media credentials	1.5 weeks prior		
OTHER				
			TV: Present cooking demo ops with local chefs & talent. Present TV onsite previews the day before and morning of the event. Engage/involve market F&D writers based on their interest as ops arise	
			RADIO: Present interview ops with Celebrity Chef & local chefs to preview the event as ops arise	
			ONSITE EVENT: Shot list management; demo stage scripts, influencer 'tours' - as required. Coordinate market food writer tour w/ insider guests TBD	
			POST EVENT: Media reports per market; national exec summary	
TASK	NOTES	TARGET IMPLEMENTATION	MISC	MARKET BRANDING ABOVE

INFLUENCERS		
TARGETS & RESEARCH: Develop geo-target influencer roster to promote market event	NY, LA, Chicago, LV includes locally based with local & national topic/scope. In LV, work in concert with MGM media team.	Influencer research per market occurring now; ongoing.
ASSESSMENT: influencer base/followers/topic/demos		
CRITERIA DEVELOPMENT: Develop influencer coverage/post criteria & volume required to participate [value prop]		
CONTACT: Contact influencers with criteria & value prop [GT tickets in lieu of fee]	Cincinnati & Louisville launched. National tour launch pending.	Cincinnati contact underway. Contact in sequential order, <i>minimum 2 mos</i> prior.

EVENT SOCIAL MEDIA	ACTION	NOTES	CONTENT THEMES	MARKET BRANDING ABOVE
Facebook @USATODAYWINEFOOD	Activating Home Page & Event pages for each market in conjunction with market	ongoing	#WFE Bites: [USAT F&D stories] #WFE News Flash: Event updates #Sponsor Spotlight: announce sponsors on board #WFE Tour Tips: Travel/things to do #Insider Eats: participating chefs' recipes #WFE Takeover: "guest takeover," i.e., market F&D writers, sponsors, celebs, chefs, etc	
Instagram @usatwfe	Activating content for one national WFE front; plus Stories Highlights per market		same themes above	
Twitter @usatwfe	News/F&D writers use Twitter. Foodies lean to FB & Instagram		same as opportune.	

Month	Content Theme	Post	Frequency	Boost
May \$50				\$100
	WFE Bites [USAT F&D stories]	event launch story	1x	BOOST
	WFE Bites [USAT F&D stories]	share	2x	

*Scott Conant interview feature			BOOST
WFE News Flash	event update	2x	BOOST
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	2x	
WFE Takeover [TBD]	Tim chef, sponsor or other	1x	BOOST
June \$200			\$200
WFE Bites [USAT F&D stories]	share		
WFE News Flash	event update	2x	BOOST
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	1x	
WFE Takeover [TBD]	Tim, Scott, sponsor or other	1x	BOOST
July \$200			\$200
WFE Bites [USAT F&D stories]	share		
WFE News Flash	event update	2x	BOOST
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	1x	BOOST
WFE Takeover [TBD]	sponsor or other	1x	BOOST
August \$250			\$250
WFE Bites [USAT F&D stories]	share story	1x	BOOST
WFE News Flash	event update	2x	
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	2x	
WFE Takeover [TBD]	sponsor or other	1x	BOOST
September \$200			\$300
WFE Bites [USAT F&D stories]	share story	2x	BOOST
WFE News Flash	event update	2x	BOOST
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	2x	
WFE Takeover [TBD]	Tim sponsor or other	1x	BOOST

October \$350			\$350
WFE Bites [USAT F&D stories]	share story	2x	BOOST
WFE News Flash	event update	3x	BOOST
Sponsor Spotlight	always as ops arise	1x	
WFE Tour Tips [travel/things to do]	TBD	1x	
Insider Eats	recipes	2x	
WFE Takeover [TBD]	sponsor or other	1x	BOOST
<p>*NOTE: Execution pending local market launch. All spends coordinated & coded with local market. Above reserves \$100 contingency</p>			



azcentral.com Wine & Food Experience

Analysis of the Funding Request; Economic Impact on the City of Scottsdale

Report Objective

This report is a top-line economic analysis of the **4th annual Wine & Food Festival** and its impact on the City of Scottsdale, relative to its ability to generate awareness, heightened tourism and ultimately, incremental tax dollars for the city.

Most all of the assumptions in this report are based on information that has been provided by R Entertainment and cannot necessarily be substantiated or cross-referenced.

Event Overview

R Entertainment Co, organizers of this event, is requesting funding of \$75,000. If granted, this will be their third and final year of funding.

This year's event will be held at Westworld on November 3-4, and the cost of tickets is \$85 to \$160. The Wine & Food Experience is a culinary event that brings together area restaurants and their chefs, as well as many different vintners and oenologists. The goal has always been to become a permanent, signature lifestyle event for Scottsdale.

Organizers are predicting 5,000 total attendees for this years' Experience, which is comparable to past years.

Funding Criteria and Analysis

- Among the Tourism and Event Department's criteria for making funding recommendations is an event's ability to generate room nights. There is no indication of specific room nights booked last year, or a prediction of such impact for this year. R Entertainment's funding request simply says that their event "will drive major hotel room nights."
- Another important criterion for funding is an event's ability to promote Scottsdale's "attractiveness" as a destination to multi-generational, high-value visitors. Again, there is no specific demographic data about past attendees, only a loose comparative reference to the South Beach Food & Wine Festival which attracts patrons who are 36-50 years old with an average annual income of \$100,000.



Funding Request

2-2-2

- Next is the importance of an event to achieve and sustain growth as measured by attendance and corresponding room nights. The application indicates that the Wine & Food Experience succeeded in 2015, 2016 and 2017 in becoming “a demand generator for Scottsdale hotels, restaurants and retail stores,” though it provides no quantitative data.
- Addressing the City’s five prescribed “Tourism Drivers,” the Experience clearly fulfills the “Culinary” category.
- Regarding the stimulation of Scottsdale tourism, both in visitation for the actual event and thereafter, there is no data. Organizers do state that they work with Experience Scottsdale to “market hotels and their Stay ‘n Play packages” and that this event will have “direct economic impact.”
- Regarding the general marketing and promotion of Scottsdale, a detailed budget and marketing plan have been provided. \$85,000 is being earmarked for marketing against a total event budget of \$300,000. Through the organizer’s partnership with Gannett, they are receiving an estimated \$1 million in local promotional media value and \$2.4 million in out-of-state media value. A media and advertising plan, which has just begun phase two, has been supplied.

While there is no mention of specific feeder markets, the application does say that the marketing plan is designed to “highlight Scottsdale as a sophisticated city, bringing awareness to affluent patrons nationally.”

- As this is the fourth year for the Wine & Food Experience, the organizers clearly possess the ability to produce in a consistent and quality fashion.
- Finally, this event’s potential for community support and enhancement of Scottsdale resident’s quality of life is difficult to assess. While those who have participated in the past have no doubt enjoyed their experience, it’s hard to know how many are residents versus visitors. It is true that overall attendance has been flat since the Experience first debuted.



Funding Request

3-3-3

City Entitlements

Should the City of Scottsdale choose to fund this application, they will receive a combination of marketing and hospitality entitlements. These include mentions of Scottsdale in all advertising and public relations campaigns, including all digital and social media efforts. Specifically there will be three (3) quarter-page ads running throughout the USA Today Media Network, valued at \$233,700. There will also be numerous local ads in the Arizona republic throughout October and on azcentral.com.

The City and the Scottsdale Convention and Visitor's bureaus will also receive tickets to the event and have signage as well as an exhibition area.

Additional Considerations

1. Of those attending last year's Wine & Food Experience, what percentage was from outside of Scottsdale and the Valley?
2. Based on the prior three events, how far do visitors typically travel and what are the top feeder markets for Scottsdale.
3. Has direct economic impact of the event ever been measured and calculated? If so, by what methodology?
4. Of the marketing dollars that will be spent to promote this event, how exactly will they be allocated and will a summary media report be supplied?
5. How many media credentials (if any) are traditionally issued to visiting journalists, and from which media outlets?
6. As there any charitable giving implications and if so, who are the beneficiaries in Scottsdale?

Summary

Clearly the Wine & Food Experience is an upscale special event that adds an element of prestige to Scottsdale's already polished brand image, particular with those who live outside the city and state. However, it is not clear – given the lack of quantitative data in the organizer's application - whether this event is actually driving room nights and stimulating positive economic impact.



Funding Request

4-4-4

As has already been mentioned, attendance has not really increased over the past three years and that usually happens between the second and third year of a new event. The other growth indicator might be to look at the number of participating restaurants, but that too is flat (actually down a bit at the time of their submittal). Finally, organizers do not address the economic impact from the Experience, other than to say that they believe that it does occur. Organizational spending is also mentioned but again, with no estimates of what that might be. Perhaps these questions can, and should, be addressed before an actual funding decision is made.

The real question here might be, will the actual dollar investment being made by the City match up with, or be exceeded by incremental tax receipts from the event?

- **Artigue Advisors**